WLRN to Add 3 Hours To Broadcast Schedule

By DOUG WELLDON

Beginning Monday, campus radio station WLRN will be on the air from 1 p.m. to 1 a.m. weekdays, an extension of three hours. The station is currently on from 4 p.m. to 1 a.m.

According to Tim Engleman, '70, WLRN program director, the expanded schedule will be instituted "to offer something more for the Lehigh audience and "to give (station) personnel experience in a wider range of radio formats."

He noted that the station will continue to broadcast from noon to 1 a.m. Saturdays and, in conjunction with the University's other station, WLVR, will present "Stereo Sunday" on Sunday evenings.

During its additional hours, WLRN will program popular music, as opposed to the hard rock which will continue during the remaining time. Such artists as the Fifth Dimension, Frank Sinatra, Spanky and Our Gang, and Jose Feliciano will be featured. In addition, as Engleman pointed out, lighter treatments of rock hits and "more relaxed sounds" from the station's hit list will be included.

Engleman added that not only the music, but the announcing style will be relaxed for the time period. The shows will contain "a lot of personality but won't be 'boss' radio by any means," he said. Also, by initiating such a format in the afternoons, Engleman says the station hopes to reach a larger audience by appealing to persons who do not like rock.

In the past, expanded programming on either of the University's two student-operated stations are impossible because of a lack of manpower and inadequate facilities. Last semester, due to these problems, the Lehigh Radio Network executive board had planned to discontinue all daily music programming on WLVR and use the station exclusively for sports and special events such as lectures and discussions. However, when the board consulted staff members of the two stations, it decided there was sufficient interest to merit keeping the station on the air.

According to Bruce Meyer, '71, acting network general manager, WLVR will present a new music format in its weekday 6 p.m. to midnight broadcasting. Meyer said he hopes the move will "keep interest up" on the part of the listeners and the station's staff.

WLVR will now feature progressive rock, folk, soul and blues ("real soul music," Meyer is quick to point out, "not teeny bopper soul"), jazz, classical and mood music. In addition, the station will broadcast Saturdays from 3 p.m. to midnight.